



The Portable MBA in Entrepreneurship

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This text covers topics that entrepreneurs need to know to start and run entrepreneurial ventures effectively. It discusses: how to create a business plan; financial projections; financing a business using venture capital or using debt financing; and getting help from the government and other agencies. Other topics covered include: marketing; legal and tax issues; intellectual property issues; franchizing; and harvesting your business. This second edition updates these chapters, especially with the use of case studies.

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